



# **Integrating AI into Emerging Brand Marketing: Opportunities, Challenges and Implementation Approach**

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## **ABSTRACT**

Faced with the rise of artificial intelligence (AI) in marketing practices, emerging brands are looking to take advantage of these technologies while operating with limited resources. Based on a review of academic literature and an analysis of professional practices in marketing and AI, this article first highlights the expected benefits, but also the risks associated with automation, personal data management and the reproduction of algorithmic biases. Next, it offers an up-to-date comparative mapping of AI tools that are accessible, relevant and easy to implement for these structures. It then presents an approach to implementing these tools in marketing practices, based on three key dimensions: strategic, creative and relational. Finally, the study suggests avenues for frugal ethical governance adapted to small structures.

The approach developed thus invites us to rethink conventional models for integrating AI into marketing strategies, placing trust, transparency and human value at the heart of the approach. It inspires researchers and practitioners to enrich thinking on responsible innovation, and proposes a concrete framework for action for brands seeking sustainable differentiation and technological agility.

Key words: Emerging brands, Accessible AI tools, Marketing strategy, Ethical governance, Loyalty.

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## **1. Introduction**

In a global economic context marked by the constant acceleration of digital transformations, artificial intelligence (AI) is now emerging as an essential strategic lever for redefining marketing practices (Chintalapati & Pandey, 2022) and creating a sustainable competitive advantage. Long reserved for large companies with significant technological and human resources, AI is now undergoing a process of democratization. It is gradually becoming accessible to smaller players, integrating the everyday tools of marketing professionals at lower cost.

This development opens up promising prospects for emerging brands, understood here as structures in a growth or launch phase, characterized either by limited resources (financial, human, technical), or by a presence in emerging economies or entrepreneurial environments that are still relatively undigitized - or both. This includes startups, SMEs, freelancers, project leaders and local initiatives with high potential.

However, this category of organizations deserves special attention for several reasons. On the one hand, they are often confronted with severe structural constraints: restricted budgets, low digital maturity, limited skills in data science or marketing automation. Secondly, even more than large firms, they need to make informed, cost-effective technological choices, with no room for trial and error. What's more, the hasty adoption of poorly mastered AI tools can lead to counter-productive uses: standardization of content, loss of brand identity, or strategic misalignment. Finally, unlike large firms that already have mature organizational structures, emerging brands have the opportunity - but also the responsibility - to build an AI usage culture from the outset that is agile, responsible and aligned with their values.

To date, academic research has shown little interest in the specific conditions under which AI is appropriated by these brands. Existing work on AI in marketing focuses mainly on large groups or mature markets, neglecting the dynamics specific to fragile or structuring entrepreneurial ecosystems. This lack of theoretical and practical framing limits our understanding of the real conditions of access, use and added value of AI for these structures. Yet AI tools can really boost the competitiveness of these brands by enabling them to automate certain tasks, get to know their customers better, personalize their offers and improve their digital presence (Rathore, 2023).

This article proposes to fill this gap, based on a review of the literature and an analysis of professional uses. It will:

- First, to explore the specific opportunities and obstacles to integrating AI into the marketing of emerging brands;
- Then propose an up-to-date mapping of AI tools that are financially accessible and technically exploitable;
- Finally, to present a structured implementation approach, based on three essential dimensions: strategic, creative and relational.

Through this approach, the study aims to provide methodological benchmarks and operational solutions for professionals wishing to integrate AI into a logic of inclusive, coherent and sustainable digital transformation.

## 2. Methodology

This research is part of an exploratory approach aimed at cross-referencing recent academic contributions with professional practices around the integration of artificial intelligence (AI) in the marketing of emerging brands.

Academic sources were mainly selected via open access databases such as Google Scholar, Researchgate, etc. Articles published in indexed and/or classified journals have been favored to ensure a solid theoretical foundation for the findings to be developed. The period covered essentially extends from 2018 to 2025, in line with the rise of generative AI technologies, immersive tools and new marketing practices in a rapidly evolving digital environment.

At the same time, a critical reading of content from specialized professional blogs and recognized platforms helped integrate perspectives from the field, shedding light on the evolution of corporate marketing practices, particularly around the integration of AI into the marketing of emerging brands.

These blogs and platforms were selected on the basis of several criteria: expertise and credibility of the authors (consultants, agencies, digital marketing and AI practitioners), relevance of the topics addressed (digital marketing, artificial intelligence, innovation, customer experience, emerging brand marketing), etc. These sources include: HubSpot, Business Model Analyst, Marketing Explainers, E-Marketing.fr, Culture-Regie.com, Renascence.io, DécodageCom, as well as specialized AI and marketing innovation platforms such as Medium (specialized AI blogs), FrenchWeb, Wanteed, Onopia (strategy, business model and generative AI), Creatio (CRM automation and AI-native), and Comarketing-News (trends, studies and news on the impact of AI in marketing), etc.

Although this literature review does not follow a strict systematic protocol, it is based on explicit criteria of relevance, topicality and diversity of sources. It thus constitutes a first structuring step for future empirical or systematic research, by laying the foundations of an integrative conceptual framework around the integration of AI in the marketing of emerging brands, in a rapidly changing technological and competitive context.

## 3. AI appropriation by emerging brands: What opportunities?

The appropriation of artificial intelligence (AI) by brands with limited resources raises a range of issues and opportunities (Yang, 2023). Indeed, artificial intelligence (AI) tools enable emerging brands to strengthen their competitiveness in several ways, either by compensating for their structural handicaps (lack of budget, low brand awareness, limited human resources) with gains in efficiency, precision and agility (Tomine et al., 2023; Ononiwu et al., 2024).

### 3.1 Optimizing resources and reducing costs

Emerging brands, often constrained by tight budgets, need to do more with less. AI makes it possible to automate time-consuming tasks such as:

- Content writing (via ChatGPT, Jasper, Copy.ai): saving time and reducing the need for agencies or freelancers.
- Marketing campaign management (via Mailchimp AI, Brevo, HubSpot): automated segmentation, intelligent emailing, predictive scoring.
- Customer service (via Tidio, Crisp, Intercom): deployment of chatbots capable of responding 24/7, reducing human costs.

### 3.2 Access to advanced data analysis capabilities

Traditionally, customer data analysis was reserved for large organizations with specialized teams. Today, thanks to accessible solutions (such as Zoho CRM AI, Piwik PRO, Google Analytics 4 coupled with Looker Studio), an emerging brand can:

- Identify high-potential customer segments.
- Understand buying behavior and friction points in the customer journey.
- Predict trends based on internal and external data.

This makes it possible to fine-tune offers and messages (Stone et al., 2004; Kshetri et al., 2024), and thus to react more finely and rapidly than some heavier competitors (Cui et al., 2024).

### 3.3 Creating creative, personalized content on a large scale

Competitiveness also depends on the ability to capture attention on saturated channels. Generative AI tools enable brands with few resources to produce differentiating, personalized and engaging content (Kshetri et al., 2024) without depending on an agency. Examples include:

- Canva AI, Runway ML, Pictory (video)

- Midjourney, DALL-E 3, Adobe Firefly (image)
- ChatGPT, Neuroflash, Copy.ai (text)

### ***3.4. Reactivity and adaptation to market changes***

Small brands have the advantage of being more agile than large structures. Coupled with AI, this agility becomes a competitive lever. Tools such as Google Trends, Exploding Topics or AnswerThePublic can detect emerging trends in real time. By integrating these trends into their marketing strategy, emerging brands can be the first to respond to new demand (Manduva, 2022).

### ***3.5. Differentiating positioning through emotional intelligence***

AI can also help fine-tune a brand's emotional positioning by leveraging sentiment analysis (Sharma et al., 2022; Nugraha et al., 2025), notably via MonkeyLearn, Lexalytics, Brandwatch. In this way, the brand can adapt its tone, values and storytelling to what customers are feeling. This emotional reading can help the brand to develop a strong relational capital, often more human and more sincere than that of the big brands.

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## **4. Major obstacles to the effective integration of AI by emerging brands**

### ***4.1 Lack of in-house skills***

Many project leaders or small structures lack skills in AI, data management or the integration of technological tools (Babay, 2024). Learning is perceived as long, costly or risky, slowing down technological decision-making. AI is often perceived as a domain reserved for engineers and data analysts, fuelling the idea that its integration requires a heavy investment in training or specialized recruitment. Lacking sufficient knowledge, decision-makers often prefer "classic" solutions (manual or semi-automated), because they are more familiar, to the detriment of AI tools which, although potentially more powerful, appear uncertain or time-consuming to implement.

### ***4.2 Perceived or real financial inaccessibility***

Even if some tools appear to be free or low-cost, the really powerful or customizable versions often have to be paid for (freemium model). This creates a sense of lock-in or rapid obsolescence for free tools. At first glance, tools like Canva IA, ChatGPT, Notion AI and Looka offer attractive free versions. But as soon as needs evolve - graphic customization, high-resolution export, CRM integration, generation of longer or multilingual content - the user is confronted with technical, quantitative or functional limitations.

### ***4.3 Weak or unstable digital infrastructure***

In countries with emerging economies, connectivity, cybersecurity and access to reliable servers are still major obstacles to smooth digitalization (Dahlman et al., 2016; Faisal et al., 2025). Indeed, unstable access to high-speed internet, particularly in rural or peripheral areas, hinders the implementation of AI tools (Dredge et al., 2019) requiring constant and fast connection (such as SaaS platforms, real-time analytics tools, or cloud-based generative AI). This limits both team learning and optimal use of technologies. In addition, the lack of digital literacy, the absence of advanced protection protocols, and the still low level of investment in systems security expose emerging brands to increased risks of data leakage, identity theft, or malicious exploitation of connected tools. This vulnerability discourages many SMEs from adopting strategic technological solutions.

Finally, data storage and processing, essential to the smooth operation of most AI solutions, depend on reliable, secure, low-latency servers. However, in many emerging economies, local hosting infrastructures are either non-existent, or insufficiently robust to support heavy computing loads, forcing companies to turn to foreign solutions that are sometimes costly or do not comply with local regulations (e.g.: protection of personal data).

### ***4.4. Mistrust of AI and lack of ethical clarity***

AI sometimes arouses fear, confusion between automation and dehumanization, or concern about the loss of human contact. These perceptions hinder the serene appropriation of the tool, particularly in sectors where proximity to the customer is strategic. In certain cultural or territorial contexts, AI adoption is also held back by a strong attachment to human personalization and social interaction (Lei et al., 2021). This is particularly true in countries with emerging economies, where confidence in technology can be undermined by a lack of digital acculturation, pedagogy or local success stories.

What's more, small brands don't always have access to in-house resources in technology ethics, RGPD compliance or AI governance. They operate in a legal and moral limbo that accentuates the reluctance to use these technologies. This lack of a clear framework contributes to strategic immobility, for fear of "doing the wrong thing" or offending customer expectations on confidentiality or authenticity.

#### 4.5. Difficulty in identifying truly useful tools

The abundance of solutions on the market and the massive marketing around AI create an informational noise that makes it difficult to make a pertinent selection of tools adapted to a real need. Without a clear strategy, AI integration becomes superficial or even counter-productive (Castillo et al., 2021). This challenge underlines the importance of approaching AI not as an end in itself, but as a lever in the service of specific objectives: loyalty, cost reduction, customer relationship optimization, etc. Clear mapping of needs, prioritization of essential functions, and support in getting started are essential.

### 5. Mapping AI tools suitable for emerging brands

In a context of accelerated digital transformation, emerging brands are faced with a dual injunction: to stand out in a saturated ecosystem while operating with limited resources. Artificial intelligence (AI), long seen as a privilege reserved for large corporations, is now emerging as an accessible strategic lever, provided that its uses, costs and tools are mastered.

In this respect, this article proposes a cartography highlighting AI solutions that are relevant, financially affordable and technically usable by structures in the launch or growth phase. It responds to a need: to enable entrepreneurs, VSEs or associative projects to make enlightened technological choices, not dictated by fashion or the overabundance of offerings, but by a clear reading of their strategic needs.

This mapping is carefully structured around major business needs (visibility, content creation, customer relations, marketing analysis, audience understanding). It is also presented using a comparative approach which, based on concrete criteria (level of accessibility, ease of use, key benefits and real limitations), provides information on the relative relevance of each tool.

Without claiming to be exhaustive, the following mapping aims to guide emerging brand managers towards concrete, accessible solutions. However, it is no substitute for a personalized analysis of each company's specific needs. It will therefore be up to each manager to adapt these tools to his or her own reality, by following a structured implementation approach, which will be detailed in the following section.



Fig.1- Mapping AI tools for emerging brands

Table 1: Comparison of AI Tools Adapted to Emerging Brands

Need	AI Tool	Accessibility	Ease of Use	Key Benefit	Tool Limitations
Increase digital visibility on a limited budget	Looka	★★★★☆ (low-cost paid)	★★★★★	Quick logo and branding creation	Limited customization; purchase required to download HD files
	Canva + AI Magic Write	★★★★☆ (freemium)	★★★★★	Attractive visual and textual content creation	Limited AI features in free version; dependent on predefined design templates
	Pictory	★★★★☆ (freemium)	★★★★★	Professional video generation from text	Duration limits and watermark in free version
	Lumen5	★★★★☆ (freemium)	★★★★☆	Automated video storytelling	Less efficient for long videos; high cost for advanced features
Generate optimized content (text, blogs, SEO)	ChatGPT	★★★★★ (free / Plus)	★★★★★	Ideal for quick writing, SEO ideas, and blog posts	Requires critical review of outputs; free version may lack SEO precision

Need	AI Tool	Accessibility	Ease of Use	Key Benefit	Tool Limitations
<b>Automate and personalize customer relationships</b>	Ubersuggest	★★★★☆ (freemium)	★★★★☆	Keyword analysis, SEO audits, and suggestions	Limited access to advanced data without subscription
	Writesonic / Copy.ai	★★★★☆ (limited freemium)	★★★★☆	Fast marketing and SEO text generation	Sometimes generic outputs; restrictive free plan
	Tidio / Crisp	★★★★☆ (freemium)	★★★★☆	Customer conversation automation	Basic AI functions without paid plan; limited design customization
	Zoho CRM + Zia	★★★★☆ (affordable paid)	★★★★☆	Smart CRM with predictive alerts	Learning curve; requires structured data
	Manychat	★★★★☆ (freemium)	★★★★☆	Automation for Instagram & Messenger	Limited to Meta platforms; sequence building required
<b>Monitor marketing performance and user behavior</b>	Google Analytics 4 + Looker Studio	★★★★★ (free)	★★★★☆	KPI tracking and automated reporting	Complex setup; time needed for mastery
	Piwik PRO	★★★★☆ (freemium)	★★★★☆	GDPR-compliant with local server data	Less popular → smaller community and fewer integrations
	Hotjar	★★★★☆ (limited freemium)	★★★★★	Behavioral analysis (clicks, scrolls, heatmaps)	Traffic limits in free version; no predictive analysis
<b>Understand audience and engage empathetically</b>	MonkeyLearn	★★★★☆ (freemium)	★★★★☆	Sentiment analysis and text classification	Requires technical configuration; variable results in French
	Survicate	★★★★☆ (freemium)	★★★★☆	Customer feedback collection via surveys	Response limits in free plan; CRM integration may be inconsistent
	Brand24 / Mention	★★★★☆ (free trial then paid)	★★★★☆	Online reputation monitoring	Quickly becomes costly; risk of information overload if poorly configured

## 6. Integrating AI into emerging brand marketing: A methodological approach

The integration of artificial intelligence into marketing approaches cannot be reduced to a simple choice of technological tools. This integration must be part of a clear strategic plan (Huang & Rust, 2021), consistent with the company's priorities and resources, all the more so when it's an emerging company, often limited in human, technical or financial resources.

To ensure a useful and sustainable adoption of AI, this research suggests articulating its deployment around three key and complementary dimensions:

- Strategic, by aligning AI uses with the brand's specific priorities and constraints ;
- Creative, by exploiting the potential of AI to support the production of original, coherent and engaging content at lower cost;
- Relational, by reinforcing customer intelligence and the personalization of interactions, without dehumanizing the relationship.

This three-pronged approach enables us to move beyond a purely technical or opportunistic vision of AI, by anchoring it in a sustainable value-creation approach, at the service of visibility, differentiation and loyalty.

### 6.1. Strategic dimension: think before you implement

Before any implementation, it's essential to accurately identify the brand's specific marketing needs. This helps to avoid technological dispersion and to focus efforts on high-impact areas. This step involves clarifying marketing objectives and the real role that AI can play, according to a logic of profitability, consistency and priority. In this way, marketers can determine which forms of artificial intelligence to mobilize, for which specific actions, and at what point in the customer journey (Huang & Rust, 2021).

Then, to effectively manage the contribution of AI, specific, quantified performance indicators (KPIs) need to be defined from the outset. These KPIs make it possible to measure the return on investment (ROI) and adjust the strategy on an ongoing basis (Dua, 2025).

Once requirements and KPIs have been established, the selection of AI tools must follow strict criteria:

- Affordability: opt for freemium or low-cost tools (e.g. ChatGPT free, Canva with AI).
- Compatibility with existing tools: avoid closed or difficult-to-integrate platforms (e.g. Looker Studio can easily be coupled with Google Analytics).
- Ease of use / learning curve: favor intuitive tools, with tutorials available, especially for non-technical teams.
- Rapid potential ROI: focus on tools that enable visibility or rapid process improvement (e.g. newsletter automation via Mailchimp + AI).

## ***6.2. Creative dimension: producing meaningful content***

AI offers powerful tools for generating unique and captivating multimedia content at high speed (Onyejelem & Aondover, 2024). But for an emerging brand, it's essential not to sacrifice authenticity and emotion on the altar of automation. A brand's value lies in its ability to tell a story of its own, even when the creation of that story is assisted by AI.

### ***6.2.1. Building a differentiating editorial identity***

A brand must carefully define a differentiating editorial identity, based on :

- Tone and style of expression: serious, humorous, caring, expert, committed, etc.
- Core values: proximity, sustainability, boldness, inclusion...
- A visual and semantic universe: colors, typography, recurring metaphors...

In this respect, AI tools could be very useful. For example, ChatGPT can help formalize an editorial line and propose slogans or pitches. For their part, Looka and Canva can help create a coherent visual charter without the need for a graphic designer.

### ***6.2.2. Using generative tools (text, image, video) in line with the narrative strategy***

AI makes it possible to rapidly produce content in a wide variety of formats (text, visuals, video, etc.) at lower cost (Jadhav et al., 2024). Nevertheless, this content must be part of a coherent narrative strategy, capable of reflecting the brand's identity, its mission, as well as the benefits - functional or emotional - it claims to offer the customer.

These elements are essential to building a brand storytelling that is both coherent and impactful. They form the basis of brand discourse, and enable artificial intelligence to be mobilized in a logic of meaning amplification, rather than as a simple content automation tool.

## ***6.3. Relational dimension: preserving proximity with the customer***

AI must amplify a brand's relational capacity without ever dehumanizing it (Dang & Liu, 2025). Emerging brands are called upon to keep pace with technological advances, but also to draw their strength from their proximity, responsiveness and authenticity. The aim is therefore to orchestrate a customer relationship augmented by AI, but driven by human values. This is now possible with :

### ***6.3.1. Implementing chatbots or intelligent automations***

Emerging brands certainly benefit from using tools like Tidio, Crisp, Manychat to automate simple questions: schedules, prices, availability, return policy, etc. However, it would be wise to :

- Personalize the bot's name, voice or tone so that it carries the brand's personality.
- Systematically escalate to a human when the request becomes emotional, specific or strategic.
- Avoid generic responses and provide emotionally adapted scenarios (e.g.: apology message with humor, empathetic rephrasing...).

### ***6.3.2. Analyzing feedback and feelings***

Humanizing exchanges undoubtedly involves understanding how customers feel. This enables the brand to adjust its relational posture by sticking to its customers' perceptions, aspirations and reactions (Fournier, 1998). In concrete terms, the emerging brand can use tools such as MonkeyLearn or Brand24/Mention to capture what people are saying spontaneously about the brand (social networks, forums, reviews...) and at the same time ensure that they :

- Analyze the emotional tone of customer interactions: frustration, enthusiasm, sarcasm...
- Adjust automated messages and responses according to the emotions detected.

### 6.3.3. Strengthening customer relationships through behavioral data

As part of the development and maintenance of a privileged and lasting brand-customer relationship, the emerging brand can leverage technology to offer meaningful relational gestures, at low cost but with high emotional impact (Babay, 2024).

This involves using CRM or browsing data to send personalized e-mails (birthday, first purchase, abandoned basket...), creating automated sequences with a human tone (thanks, useful suggestions, post-purchase advice...) and integrating GIFs, images, handwritten signatures to make the message warmer (Babay, 2024).

**Table 2: Three-Stage Integration of AI in Marketing Strategy**

Stage	Objective	Key Actions	Risks to Avoid
<b>1. Laying the Foundations</b>	Define marketing priorities	Map out needs, select simple and appropriate tools	Trend-driven decisions, rushed tool selection
<b>2. Creating Value</b>	Enhance efficiency and creativity	Leverage generative AI to accelerate and enrich content cycles	Impersonal content, loss of brand authenticity
<b>3. Strengthening Customer Relationships</b>	Build lasting emotional connections	Automate with empathy, analyze emotions and customer behavior	Dehumanization, weakening of customer intimacy

## 7. Discussion

The rise of artificial intelligence (AI) in emerging brand marketing undeniably opens up new opportunities, but it also comes with risks and biases that need to be considered carefully.

Indeed, the tools and algorithms available today can quickly become obsolete, making it difficult to implement sustainable marketing strategies based on these tools. This dynamic requires emerging brands to mobilize constant efforts in training, adaptation and technological updating.

In addition, technical limitations of AI tools are a major source of bias. By relying on sometimes incomplete or biased historical data, algorithms can generate erroneous recommendations, inadequate segmentations, or even reinforce stereotypes or discrimination. These algorithmic biases can adversely affect the quality of customer relations and brand reputation, a particularly sensitive issue for emerging brands seeking to build an authentic, differentiating image.

Beyond the technical aspects, the ethical governance of AI represents a crucial challenge. Indeed, AI confronts these young brands with complex ethical issues (Rosa & Antonino, 2025), likely to damage their reputation, credibility and relationship with their customers. Small structures need to think about control mechanisms and transparency in the use of algorithms, in particular by introducing human validations, promoting inclusive editing of generated content and regularly gathering user feedback. This vigilance is essential to prevent algorithmic aberrations and guarantee the responsible use of AI, thereby strengthening customer trust and the durability of the relationship.

In short, while AI represents a powerful lever for emerging brands, it is essential to integrate these technical and ethical risks into their strategy. A cautious, balanced approach that combines technological innovation and responsibility will maximize benefits while limiting undesirable effects.

This being the case, emerging brands are called upon to adopt a charter likely to enable them to integrate AI ethically and effectively into their marketing approach. This involves ensuring that:

#### - Transparency and customer information

- \* Clearly inform customers and users when content, messages or interactions are generated or assisted by AI tools.
- \* Display this information visibly on the website and social networks.

#### - Respect for privacy and data protection

- \* Collect and use personal data only with the explicit consent of users.
- \* Restrict access to sensitive data to authorized persons and ensure secure processing.

#### - Ethical and non-discriminatory use of data

- \* Ensure that algorithms do not reproduce or amplify discriminatory biases.

\* Regularly monitor the results produced by AI and adjust models in the event of drift.

**- Limited automation**

\* Reserve automation for simple, repetitive or non-sensitive tasks (e.g. sorting requests, answering FAQs).

\* Entrust interactions involving emotions, complaints or complex cases to human collaborators.

**- Human validation and continuous control**

\* Implement human validation steps in automated processes to guarantee the quality and consistency of content and decisions.

\* Ensure regular monitoring of AI tools to detect and correct errors, malfunctions or biases generated by these tools.

**- Co-construction with the community**

\* Gather regular feedback from customers and users to improve the use of AI.

\* Involve the community in drawing up and updating rules for the ethical use of AI.

**- Awareness and training**

\* Train teams in the technical, ethical and regulatory issues associated with AI.

\* Encourage a culture of responsible use, aware of the limits of technology.

**- Updating and adapting**

\* Integrate relevant technological developments as they arise,

\* Take into account new regulatory requirements

\* Adjust planned practices based on feedback from teams and users.

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## 8. Theoretical and managerial implications of research

This research enriches the literature on digital marketing and AI by integrating a perspective that has not yet been explored: that of emerging brands, often excluded from dominant analyses focused on large firms. The study shows how emerging brands can become exemplary cases of frugal innovation (jugaad innovation), using accessible tools to quickly experiment with low-cost smart marketing tactics. It is thus a theoretical basis for the development of hybrid models where AI supports, without replacing, intuition, creativity and the relational dimension specific to emerging brands. Then, unlike conventional normative approaches, this research questions the minimum forms of ethical governance possible for small structures, calling to rethink algorithmic vigilance models at the micro-organizational scale.

At the managerial level, this study helps prioritize technological investments by guiding decision-makers in choosing accessible AI tools that are useful and compatible with their human, technical and budgetary capabilities. It guides managers of brands with limited resources to develop an effective marketing strategy based on three evolutionary levels (strategic, creative, relational) and to integrate AI without breaking their identity or losing control.

Now, emerging brands can position themselves as innovative but responsible, which strengthens their competitiveness. Finally, concrete guidelines are proposed to avoid algorithmic deviations: human validation, inclusive writing, user feedback, etc.

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## 9. Limitations and future research

As with all research, this study has certain limitations. Firstly, it is based exclusively on a non-systematic review of the literature and an analysis of professional practices. This exploratory approach, while enriching, implies that the conclusions remain mainly theoretical and require further empirical validation to confirm their robustness and scope.

Research talks about emerging brands without specifying specific sectors, sizes and relative maturities, which limits the generalizability of recommendations. Sectoral, cultural or geographical specificities can strongly influence the way AI is integrated and perceived.

Nevertheless, this research points to promising avenues for future research. Indeed, researchers are now being called upon to conduct empirical studies on the adoption of AI by emerging brands. Qualitative and quantitative surveys of start-ups and SMEs are conceivable to understand their practices, obstacles, expectations and real impacts of AI on their marketing and customer relations.

These researchers are also invited to study how the specificities of sectors (fashion, tech, food, etc.) or geographical markets could influence the integration and use of AI in the marketing of emerging brands. In addition, to measure the impact of AI on emotional loyalty, longitudinal studies could analyze whether and how AI enables the reinforcement of a lasting and emotionally engaged customer relationship, without dehumanizing the interaction. Finally, it would be interesting to conduct an in-depth analysis of the frugal innovation strategies enabled by AI, with concrete cases of emerging brands that have succeeded in innovating quickly and at lower cost thanks to these technologies.



## 10. Conclusion

The integration of artificial intelligence into the marketing approaches of emerging brands offers considerable potential to strengthen their competitiveness, improve their operational efficiency and refine their customer knowledge. However, this transformation cannot be approached solely from a technological perspective.

It requires a strategic, creative and relationship-based approach that takes into account limited resources, the brand's own identity, but also ethical imperatives that condition the trust and sustainability of relationships with consumers.

Far from replacing the human, AI must be thought of as a lever for strengthening human intentions – at the service of authentic storytelling, sincere relational proximity and differentiating positioning. It is in this alliance between frugal innovation, minimal ethical governance and an adjusted strategic vision that lies the path of an intelligently increased, accessible and sustainable marketing for emerging brands.

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